



# The 2012 SBA Small Business Awards:

## Rules and Procedures for Submission of Nominations

U.S. Small Business Administration  
Washington Metropolitan Area District Office

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(revised 10/14/2011)

“Our country started as an idea, and it took hard-working, dedicated, and visionary patriots to make it a reality. Successful businesses start much the same way -- as ideas realized by entrepreneurs who dream of a better world and work until they see it through. From the family businesses that anchor Main Street to the high-tech startups that keep America on the cutting edge, small businesses are the backbone of our economy and the cornerstones of America's promise... Small businesses embody the promise of America: that if you have a good idea and are willing to work hard enough, you can succeed in our country. This week, we honor and celebrate the individuals whose inspiration and efforts keep America strong.”

**Barack Obama**  
**President of the United States**  
**(2011 Small Business Week proclamation)**

Dear Supporters of America's Small Business Community:

Every year since 1963, the President of the United States has issued a proclamation announcing National Small Business Week, which recognizes the critical contributions of America's entrepreneurs and small business owners. As you might know, more than half of Americans either own or work for a small business, and they create about two out of every three new jobs in the U.S. each year.

As part of National Small Business Week, the U.S. Small Business Administration takes the opportunity to highlight the impact of outstanding entrepreneurs, small business owners, and others from all 50 states and U.S. territories. Every day, they're working to grow small businesses, create 21<sup>st</sup> century jobs, drive innovation, and increase America's global competitiveness.

Thank you for helping find and nominate candidates for the most prestigious annual small business awards in America.

Warm regards,

Karen G. Mills  
Administrator, US Small Business Administration

**All SBA programs and services are provided on a nondiscriminatory basis.**

## Introduction

In recognition of the small business community's contribution to the American economy and society, the President of the United States designates one week each year as National Small Business Week. Small Business Week 2012 will be celebrated the week of May 20. Leading up to National Small Business Week (SBW), the U.S. Small Business Administration (SBA), often in conjunction with public- and private-sector small business supporters, will host special events at the local and state levels to honor and present awards to local entrepreneurs and those who support and champion small business. Many of the award winners from those local and state events will be invited to Washington, D.C. for SBW '12 — Celebrating National Small Business Week.

Nominations for the local awards listed below are submitted directly to the local District Office serving the nominee's location:

- **Small Business Person of the Year** (one from each of the 50 states, the District of Columbia, Puerto Rico and the U.S. Virgin Islands, and Guam);
- **Small Business Exporter of the Year**
- **SBA Young Entrepreneur of the Year**
- **Jeffrey Butland Family-Owned Business of the Year**
- **Small Business Champions** (individuals or organizations dedicated to supporting small businesses):
  - **Financial Services Champion of the Year**
  - **Home-Based Business Champion of the Year**
  - **Minority Small Business Champion of the Year**
  - **Veteran Small Business Champion of the Year**
  - **Women in Business Champion of the Year**
- **Entrepreneurial Success Award**
- **Small Business Development Center (SBDC) Excellence and Innovation Center Award**
- **Women's Business Center of Excellence Award**

***The Agency reserves the right, in its sole reasonable discretion, to remove a nominee from the selection process.***

## **SBA Awards**

**The nomination and selection process, evaluation criteria and time frame for the various SBA Awards are set forth below.**

### **Small Business Person of the Year Awards**

SBA will make Small Business Person of the Year awards at the district level (in multi-district states), the State level (from each of the 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands and Guam) and the National level. The National Small Business Person of the Year is selected from the State winners.

#### **Who is eligible to be nominated for this award?**

Any individual who owns and operates or who bears principal responsibility for operating a small business may be nominated. Partners who jointly own and operate a small business may be nominated as a “team,” so long as the number of individuals in the team nomination does not exceed four. A nominee for Small Business Person of the Year must own or operate a business defined as “small” under the applicable SBA size standards. Individuals who have received the small business person award at the state level within the past five years are not eligible. Nominees must also be residents of the United States or its territories and will be subject to background checks. Small businesses owned and operated by nominees must comply with federal civil rights laws. While receipt of SBA assistance is not required, it is preferred. Consult your nearest SBA district office if you have questions.

#### **Who may submit nominations for this award?**

Any individual or organization dedicated to the support of the small business community in the United States, including, but not limited to, trade and professional associations and business organizations, may submit nominations for the Small Business Person of the Year award. Individuals may not be nominated for more than one award category.

#### **Where are the nominations to be sent?**

Nominations must be submitted to the U.S. Small Business Administration district office in the state or territory where the nominee is located (see list beginning on page 37).

#### **What is the deadline for nominations?**

All nominations for Small Business Person of the Year must be postmarked or hand delivered to the appropriate SBA District Office **no later than November 10, 2011.**

#### **What information must the nomination package contain?**

Nominations must be typewritten on one side of 8 1/2” x 11” white stationery, collated and secured in a 1 1/2” binder. Incomplete nomination packages will not be considered. All evaluation/selection criteria must be specifically addressed. A complete nomination package will also include, in the following order:

1. A single cover page stating —
  - the nominee's full name, title, business and home addresses with telephone and fax numbers, and e-mail address if applicable;
  - the award for which the nomination is being made;
  - the nominator's name, title, place of business, business address and telephone number and e-mail address if applicable;
  - the type of SBA assistance received (e.g., loan, SCORE counseling, SBDC assistance, etc.); and
  - a one-paragraph description of the nominee's business.
2. A completed background form (SBA Form 3300, Award Nomination Form) which is available through SBA field offices. For "team" nominations for Small Business Person of the Year, a background form is required for each team member.
3. An original 8" x 10" or 5" x 7" photo of the nominee; or a digital photo – at least 300 dpi; photocopies are not acceptable.
4. Four to five additional photos of the nominee's company and employees at work.
5. A nomination letter, to include a concise statement of the qualities and performance that merit the award, not to exceed four pages.
6. A brief biography of the nominee, not to exceed one page.
7. A business profile, not to exceed one page.
8. The nominee's financial statement — including balance sheets, profit-and-loss statements and financial reports — not exceeding 12 pages, on 8 1/2" x 11" paper - for the last three years.
9. Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.
10. A completed SBA Form 2137 Award Nomination Consent Form, which is available through SBA field offices.

### **What are the selection procedures for this award?**

Small Business Persons of the Year Award winners will be selected at the district (in multi-district states), state and national levels. In those states served by more than one SBA district office, additional awards may also be given at the district level. Winners at each level will be selected by a panel of judges. Winners at each level will be considered for awards at the next highest level. Nomination packages for each state winner will be sent to the appropriate regional SBA office and prepared for transmittal to the SBA's Office of Communications and Public Liaison for review. The National Small Business Person of the Year will be selected by the SBA Administrator based on the recommendations of the Agency's National Small Business Week panel of judges. The winner will be announced during National Small Business Week. Non-federal employees serving as judges must sign a conflict of interest/non-disclosure certification.

### **Key Deadlines**

**November 10, 2011** National Small Business Week 2012 nominations must be received by SBA district offices.

**December 9, 2011** SBA district winners will be selected from multi-district states; state winners will be selected from single-district states.

**January 20, 2012** A panel of judges will select state winners in multi-district states.

**March 8, 2012** State Small Business Persons of the Year will be announced.

### **What are the evaluation/selection criteria for the Small Business Person of the Year award?**

In evaluating the nomination packages, the judges will look at the following criteria:

1. Staying power — a substantiated history as an established business; including:
  - Number of years in business; minimum three years.
  - Sustained expansion, addition of territories, growth in square footage occupied.
  - Steady growth in net worth as evidenced by total assets less total liabilities on fiscal year end annual balance sheets over three years.
2. Growth in number of employees — a benchmark to judge the impact of the business on the job market.
  - Sustained over a minimum of three years.
  - Increase over the three years must be in excess of growth in Gross National Product.
3. Increase in sales and/or unit volume — an indication of continued growth over the last three years.
  - Consistent growth in net income as evidenced by fiscal year annual profit-and-loss statements for a minimum of the last three years.
4. Current and past financial performance — financial reports substantiate an improved financial position of the business.
  - Profit-and-loss statements for the last three years, reflecting sustained upward growth.
  - Balance sheets for the last three years, showing consistent increase in net worth and/or partners' return.
5. Innovativeness of product or service offered — an illustration of the creativity and imagination of the nominee.
  - Specific description of uniqueness of product or service.
  - Explanation of how product or service fits a niche not being adequately addressed by the competition.
6. Response to adversity — examples of problems faced in the nominee's business and the methods used to solve them, including:
  - Specific description of financial, physical, legal or other crisis.
  - Substantiation of the threat to the continuity of the business.
  - Defined actions taken by the nominee to resolve the crisis.
7. Contributions to community-oriented projects — evidence of the use of his/her personal time and resources, including:
  - Listing of specific contributions of money, time, or resources to charitable causes.
  - Membership in councils, boards and clubs providing support and services to the community.
8. If applicable, a description of the products exported and markets served.

## **Small Business Champion Awards**

- Small Business Exporter of the Year
- SBA Young Entrepreneur of the Year
- Jeffrey Butland Family-Owned Business of the Year
- Financial Services Champion of the Year
- Home-Based Business Champion of the Year
- Minority Small Business Champion of the Year
- Veteran Small Business Champion of the Year
- Women in Business Champion of the Year

SBA will make the above referenced awards to eligible small businesses at the district level (in multi-district states), the state level (from each of the 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands and Guam), the regional level and the national level. The national winners will be selected from the Regional winners.

### **Who is eligible to be nominated for these awards?**

To be nominated and receive one of these awards, the small business nominee must fit within the category of the award:

Small Business Exporter of the Year: Any individual who owns and operates a small business engaged in exporting may be nominated.

SBA Young Entrepreneur of the Year: To be considered a young entrepreneur, the individual must serve as a majority owner and operate or bear principal responsibility for operating a small business with a three year track record, and who will not have reached the age of 30 by June 1, 2012.

Jeffrey Butland Family-Owned Business of the Year: This award honors a family-owned and operated business which has been passed on from one generation to the next. The owner must also serve as a majority owner and operator or bear principal responsibility for operating a small business with at least a 15-year track record.

Financial Services Champion of the Year: An individual who assists small businesses through advocacy efforts to increase the usefulness and availability of accounting or financial services for small businesses may be nominated. Nominees may or may not be small business owners.

Home-Based Business Champion of the Year: An individual who has experienced the rewards and difficulties of owning a home-based business and has volunteered to improve the climate for these businesses may be nominated. Nominees may or may not be current small business owners.

Minority Small Business Champion of the Year: An individual who has fulfilled a commitment to the advancement of small business opportunities for minority business owners may be nominated. Nominees may or may not be small business owners.

**Veteran Small Business Champion of the Year:** An individual who has fulfilled a commitment to the advancement of small business opportunities for veterans of the U.S. armed forces may be nominated. Nominees may or may not be veterans.

**Women in Business Champion of the Year:** An individual who has fulfilled a commitment to the advancement of women's business ownership may be nominated. Nominees may or may not be small business owners.

Nominees must also be residents of and employed in the United States or its territories and will be subject to background checks. Small businesses owned and operated by nominees must comply with federal civil rights laws. Consult your nearest SBA district office if you have questions.

**Who may submit nominations for these awards?**

Any individual or organization dedicated to the support of the small business community in the United States, including, but not limited to, trade and professional associations and business organizations, may submit nominations for these Small Business Champion Awards. Individuals may not be nominated for more than one award category.

**Where are the nominations to be sent?**

Nominations must be submitted to the U.S. Small Business Administration district office in the state or territory where the nominee is located (see list beginning on page 37).

**What is the deadline for nominations?**

All nominations for the above Small Business Champion Awards must be postmarked or hand delivered to the appropriate SBA district office **no later than November 10, 2011.**

**What information must the nomination package contain?**

Nominations must be typewritten on one side of 8 1/2" x 11" white stationery, collated and secured in a 11/2" binder. Incomplete nomination packages will not be considered. All evaluation/selection criteria must be specifically addressed. A complete nomination package will also include, in the following order:

1. A single cover page stating —
  - the nominee's full name, title, business and home addresses with telephone and fax numbers, and e-mail address;
  - the award for which the nomination is being made;
  - the nominator's name, title, place of business, business address and telephone number and e-mail address; and
  - a one-paragraph description of the nominee's business, if applicable.
2. A completed background form (SBA Form 3300, Award Nomination Form) which is available through SBA field offices. For "team" nominations for any of the above Small Business Champion Awards, a background form is required for each team member.
3. An original 8" x 10" or 5" x 7" photo of the nominee; or a digital photo – at least 300 dpi; photocopies are not acceptable.
4. Four to five additional photos of the nominee's company, employees at work.



5. A nomination letter, to include a concise statement of the qualities and performance that merit the award, not to exceed four pages.
6. A brief biography of the nominee, not exceeding one page.
7. A business profile, not exceeding one page, if applicable
8. The nominee's business financial statement — including balance sheets, profit-and-loss statements and financial reports — not exceeding 12 pages, on 8 1/2" x 11" paper — for the last three years, if applicable.
9. Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.
10. A completed SBA Form 2137 Award Nomination Consent Form, which is available at SBA offices.
11. For Small Business Exporter of the Year, the nomination package must include a description of the products exported and markets served.

### **What are the selection procedures for this award?**

The SBA Small Business Champions will be selected at the district (in multi-district states), state, regional and national levels. Winners at each level will be selected by a panel of judges. Winners at each level will be considered for awards at the next highest level. Nomination packages for each state winner will be sent to the appropriate regional SBA office and prepared for transmittal to the SBA's Office of Field Operations for review. The National Champions will be selected by the SBA Administrator based on the recommendations of the Agency's National Small Business Week panel of judges. The winners will be announced during National Small Business Week. Non-federal employees serving as judges must sign a conflict of interest/non-disclosure certification.

### **Key Deadlines**

**November 10, 2011** National Small Business Week 2012 nominations must be received by SBA district offices.

**December 1, 2011** SBA district winners will be selected from multi-district states; state winners will be selected from single-district states.

**January 5, 2012** State winners will be selected from multi-district states.

**January 12, 2012** Regional winners will be selected.

**January 23, 2012** A panel of judges will select national winners.

**March 8, 2012** National SBA Small Business Champion Awards will be announced.

### **What are the evaluation/selection criteria for the Small Business Champion awards?**

Each of the above Small Business Champion awards has specific evaluation criteria which are listed below:

### **Small Business Exporter**

1. Increased sales, profits and/or growth of employment because of exporting.
2. Creative overseas marketing strategies.
3. Effective solutions to export-related problems.
4. Demonstrated encouragement of other small businesses to export.

5. Volunteer assistance to other small businesses entering the export market.
6. Cooperation with other businesses in the creation of export trading companies and/or introduction of unique trading relationships, products or services.

### **SBA Young Entrepreneur of the Year**

1. Evidence of success as measured by sales and profits.
2. Increased employment opportunities created by the nominee's business.
3. Development and/or utilization of innovative or creative business methods.
4. Demonstrated entrepreneurial potential necessary for long-term business success and economic growth.

### **Jeffrey Butland Family-Owned Business of the Year**

1. Evidence of success as measured by sales and profits.
2. Increased employment opportunities for family members and non-family members for the nominee's business.
3. Demonstrated potential necessary for long-term business success and economic growth.
4. Voluntary efforts to strengthen family-owned businesses within the community.

### **Financial Services Champion of the Year**

1. Outside of regular business duties, the amount and quality of assistance given small businesses to obtain financing.
2. Advocacy for changes in the financial services industry to assist small companies.
3. Encouragement of the flow of investment capital to small ventures.
4. Active support for legislative or regulatory action designed to help small firms.
5. Measurable accomplishments through the advocacy efforts of the financial services or accounting industries to advance small business interests.

### **Home-Based Business Champion of the Year**

1. Volunteer efforts to improve the conditions for home-based businesses.
2. Entrepreneurial training, policy development efforts, or financial or business planning specifically tailored for home-based businesses.
3. Demonstrated interest in home-based businesses by an owner or former owner.
4. Measurable accomplishments in advancing home-based businesses, such as adoption of public policy or expansion of a program.

### **Minority Small Business Champion of the Year**

1. Volunteer efforts beyond business/professional responsibilities to advance minority small business interests within the community, state and/or nation.
2. Demonstrated efforts to improve conditions in the minority small business community as a whole, not solely for individual personal advancement.
3. Volunteer efforts to provide professional services to the minority small business community in a legal, legislative, managerial or financial capacity.
4. Demonstrated accomplishments in advising minority small business groups of

- opportunities within the overall business community.
5. Other accomplishments demonstrating the nominee's merit as an effective advocate for minority small business interests.

### **Veteran Small Business Champion of the Year**

1. Active support for legislative or regulatory action designed to help small businesses.
2. Evidence of increased business opportunities for veterans as a result of the nominee's actions.
3. Advisory activities to improve awareness of small business opportunities among veterans' groups.
4. Advocacy of special consideration for veteran-owned small businesses in government policymaking.
5. Demonstrated success in obtaining support within the community for the establishment of veteran-owned small businesses.
6. Other accomplishments demonstrating the nominee's effective advocacy of veteran-owned small businesses.

### **Women in Business Champion of the Year**

1. Active support for legislative or regulatory action designed to help small businesses.
2. Efforts to increase business and financial opportunities for women.
3. Legal, financial or managerial assistance provided to enhance women's business ownership.
4. Voluntary efforts to strengthen the role of women business owners within the community.
5. Advocacy of the women-owned business community as a whole, not solely for individual personal advancement.
6. Other accomplishments demonstrating effectiveness in improving the environment for the creation and expansion of businesses owned and operated by women.

## **Entrepreneurial Success Award**

Individuals must own and operate businesses initially launched as small businesses according to SBA size standards and subsequently developed into large businesses; and they must have received SBA assistance to help the businesses grow.

SBA will make the above referenced award to eligible businesses on the district level (in multi-district states), the state level (from each of the 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands and Guam) and the national level. The National winners will be selected from the State winners.

### **Who is eligible to be nominated for this award?**

To be nominated and receive this award, the nominee must be an individual who owns and operates or who bears principal responsibility for operating a business. Partners who jointly own and operate a business may be nominated as a “team,” so long as the number of individuals in the team nomination does not exceed four. A nominee for this award must own or operate a business that initially was defined as “small” under the applicable SBA size standards, developed into a large business and must have received SBA assistance to help the business grow. Nominees must also be residents of and employed in the United States or its territories and will be subject to background checks. Consult your nearest SBA district office if you have questions.

### **Who may submit nominations for this award?**

Any individual or organization dedicated to the support of the small business community in the United States, including, but not limited to, trade and professional associations and business organizations, may submit nominations for this Award. Individuals may not be nominated for more than one award category.

### **Where are the nominations to be sent?**

Nominations must be submitted to the nearest U.S. Small Business Administration district office in the state or territory where the nominee is located (see list beginning on page 37).

### **What is the deadline for nominations?**

All nominations for the Entrepreneurial Success Award must be postmarked or hand delivered no later than **November 10, 2011**.

### **What information must the nomination package contain?**

Nominations must be typewritten on one side of 8 1/2” x 11” white stationery, collated and secured in a 11/2” binder. Incomplete nomination packages will not be considered. All evaluation/selection criteria must be specifically addressed. A complete nomination package will also include, in the following order:

1. A single cover page stating —
  - the nominee’s full name, title, business and home addresses with telephone and fax numbers, and e-mail address;
  - the award for which the nomination is being made;

- the nominator's name, title, place of business, business address and telephone number and e-mail address; and
  - a one-paragraph description of the nominee's business.
2. A completed background form (SBA Form 3300, Award Nomination Form) which will be made available through SBA field offices. For "team" nominations for this award, a background form is required for each team member.
  3. An original 8" x 10" or 5" x 7" photo of the nominee; or a digital photo – at least 300 dpi; photocopies are not acceptable.
  4. Four to five additional photos of the nominee's company, employees at work.
  5. A nomination letter, to include a concise statement of the qualities and performance that merit the award, not exceeding four pages.
  6. A brief biography of the nominee, not exceeding one page.
  7. A business profile, not exceeding one page.
  8. The nominee's financial statement — including balance sheets, profit-and-loss statements and financial reports — not exceeding 12 pages, on 8 1/2" x 11" paper – for the last three years.
  9. Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.
  10. A completed SBA Form 2137 Award Nomination Consent Form is available at SBA field offices.

### **What are the selection procedures for this award?**

The SBA Entrepreneurial Success Award winners will be selected at the district (in multi-district states), state, and national levels. Winners will be selected by a panel of judges. Winners at each level will be considered for awards at the next highest level. Nomination packages for each state winner will be sent to the appropriate regional SBA office and prepared for transmittal to the SBA's Office of Field Operations for review. The National Entrepreneurial Success Award winner will be selected by the SBA Administrator based on the recommendations of the Agency's National Small Business Week panel of judges. The winner will be announced during National Small Business Week. Non-federal individuals serving as judges must sign a conflict of interest/non-disclosure certification.

### **Key Deadlines**

**November 10, 2011** National Small Business Week 2012 nominations must be received by SBA district offices.

**December 9, 2011** SBA district winners will be selected from multi-district states; state winners will be selected from single-district states.

**January 23, 2012** A panel of judges will select state winners in multi-district states.

**March 8, 2012** National Entrepreneurial Success Award winner will be announced.

### **What are the evaluation/selection criteria for the SBA Entrepreneurial Success award?**

In evaluating the nomination packages, the judges will look at the following criteria:

1. Staying power — a substantiated history as an established business; including:
  - Number of years in business.
  - Sustained expansion, addition of territories, growth in square footage occupied.
  - Steady growth in net worth as evidenced by total assets less total liabilities on fiscal year end annual balance sheets over three years.
2. Growth in number of employees — a benchmark to judge the impact of the business on the job market.
  - Sustained over a minimum of three years.
  - Increase over the three years must be in excesses of growth in Gross National Product.
3. Increase in sales and/or unit volume — an indication of continued growth over the last three years.
  - Consistent growth in net income as evidenced by fiscal year annual profit-and-loss statements for a minimum of three years.
4. Current and past financial performance — financial reports substantiate an improved financial position of the business.
  - Profit-and-loss statements for the last three years, reflecting sustained upward growth.
  - Balance sheets for the last three years, showing consistent increase in net worth and/or partners' return.
5. SBA Assistance — documentation of the type(s) and amount(s) of SBA assistance received by the business and the year(s) in which it was received.
6. Innovativeness of product or service offered — an illustration of the creativity and imagination of the nominee.
  - Specific description of uniqueness of product or service.
  - Explanation of how product or service fits a niche not being adequately addressed by the competition.
7. Response to adversity — examples of problems faced in the nominee's business and the methods used to solve them, including:
  - Specific description of financial, physical, legal or other crisis.
  - Substantiation of the threat to the continuity of the business.
  - Defined actions taken by the nominee to resolve the crisis.
8. Contributions to community-oriented projects — evidence of the use of his/her personal time and resources, including:
  - Listing of specific contributions of money, time, or resources to charitable causes.
  - Membership in councils, boards and clubs providing support and services to the community.

# **Small Business Development Center Excellence and Innovation Award**

## **Who is eligible to be nominated for this award?**

This award honors the Small Business Development Center (SBDC) Service Centers for excellence in providing value to small businesses and advancing program delivery and management through innovation.

## **Who may submit nominations for this award?**

Any individual or organization dedicated to the support of the small business community in the United States, including, but not limited to, trade and professional associations and business organizations, and SBDC Lead and Service Centers may nominate an SBDC Service Center for this award.

## **Where are the nominations to be sent?**

Nominations must be submitted to the nearest U.S. Small Business Administration district office serving the state or territory of the nominee, Attn: SBDC Project Officer (see list beginning on page 37).

## **What is the deadline for nominations?**

All nominations for the Small Business Development Center Excellence and Innovation award must be postmarked or hand delivered to the appropriate SBA District Office **no later than November 10, 2011**.

## **What information must the nomination package contain?**

Nominations must be typewritten on one side of 8 1/2" x 11" white stationery, collated and secured in a 1 1/2" binder. Incomplete nomination packages will not be considered. All evaluation/selection criteria must be specifically addressed. A complete nomination package must include the following information, in the order indicated below:

1. A single cover page stating:
  - Award for which the nomination is being made (i.e., Small Business Development Center Award);
  - Nominator's name and title, business address, telephone number and e-mail address.
2. Nomination letter, to include a concise statement of the qualities and performance that merit the award, not exceeding four pages.
3. A completed background form (SBA Form 3300, Award Nomination Form) which will be made available through SBA field offices. For "team" nominations for Small Business Development Center Awards, a background form is required for each team member.
4. An original 8" x 10" or 5" x 7" photo of the nominee; or a digital photo – at least 300 dpi; photocopies are not acceptable.
5. Four to five additional photos of the nominee's company and employees at work.
6. A brief biography of the nominee, not exceeding one page.
7. A business profile, not exceeding one page.

8. Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.
9. A completed Award Nomination Consent Form, which will be made available through SBA offices.

#### **What are the selection procedures for this award?**

Small Business Development Center Award winners will be selected at the district (in multi-district states), state, regional and national levels. In those states served by more than one SBA district office, additional awards may also be given at the district level. Winners will be selected by a panel of judges. Winners at each level will be considered for awards at the next highest level.

Nomination packages for each SBDC winner will be sent to regional SBA offices and prepared for transmittal to the SBA's Office of Communications and Public Liaison for review. The National SBDC Excellence and Innovation Award recipient of the Year will be selected from the regional winners based on the recommendations of the Agency's National SBDC Advisory Board, whose members are appointed by the SBA Administrator. The winner will be announced during National Small Business Week. Non-federal individuals serving as judges must sign a conflict of interest/non-disclosure certification.

#### **What are the evaluation/selection criteria for this award?**

In evaluating the nomination packages, the judges will look at the following criteria:

##### **S – Surpasses**

- Meets or exceeds the service center's performance milestones including long-term counseling clients (5 hours of counseling contact time), new businesses started, capital infusion, client satisfaction and may include other center goals. (Include actual results and the related goal).

##### **B – Builds**

- Helps build small businesses by creating and implementing innovative programs, events, publications, research materials, and online applications. This success is demonstrated through success stories, job creation/retention and revenue growth resulting from SBDC counseling and training assistance.

##### **D – Develops**

- Prepares the service center for success by actively participating with the lead center in the professional development of counselors in accordance with the network's strategic plan.

##### **C – Champions**



- Acknowledged by the local/regional small business and economic development community as an advocate for advancing opportunities for entrepreneurial development (include any relevant news articles and/or letters from partners-limit 4).

Please include the chart below in the nominee's submission.

	<u>Goal</u>	<u>Actual</u>	<u>% Achieved</u>
<b>Long Term Counseling Clients</b>			
<b>New Business Starts</b>			
<b>Capital Infusion</b>			
<b>Client Satisfaction</b>			
<b>Other</b>			
<b>Other</b>			
<b>Other</b>			

\*SBDCs may have additional goals and performance measures that can be included in the "other" categories.

## **Women's Business Center of Excellence Award**

### **Who is eligible to be nominated for this award?**

This award honors a Women's Business Center (WBC) for its excellence and innovation in assisting women entrepreneurs by providing a wide variety of training and counseling. The award should focus on the work of the WBC and not on the host organization or the women's business center director.

### **Who may submit nominations for this award?**

Any individual or organization dedicated to the support of the small business community in the United States, including, but not limited to, trade and professional associations and business organizations, may submit nominations for this award. Individual WBCs may not be nominated for more than one award category.

### **Where are the nominations to be sent?**

Nominations must be submitted to the nearest U.S. Small Business Administration district office in the state or territory of the nominee, Attn: WBC District Office Technical Representative (see list beginning on page 37).

### **What is the deadline for nominations?**

All nominations for the Women's Business Center of Excellence Award must be postmarked or hand delivered to the appropriate SBA District Office no later than **November 10, 2011**.

### **What information must the nomination package contain?**

Nominations must be typewritten on one side of 8 1/2" x 11" white stationery, collated and secured in a 11/2" binder. Incomplete nomination packages will not be considered. All evaluation/selection criteria must be specifically addressed. A complete nomination package must also include, in the following order:

1. A single cover page stating —
  - the name of the WBC, business addresses with telephone and fax numbers, website, and e-mail address;
  - the WBC director's full name, title, business and home addresses with telephone and fax numbers, and e-mail address;
  - the award for which the nomination is being made;
  - the nominator's name, title, place of business, business address and telephone number and e-mail address; and
  - a one-paragraph description of the WBC's services provided.
2. A completed background form (SBA Form 3300, Award Nomination Form) which will be made available through SBA field offices.
3. An original 8" x 10" or 5" x 7" photo of the nominated WBC's Center Director; or a digital photo – at least 300 dpi; photocopies are not acceptable.
4. A nomination letter, to include a concise statement of the qualities and WBC performance that merit the award, not exceeding four pages.

5. A brief biography of the Center Director, not exceeding one page.
6. A business profile, not exceeding one page, including the WBC mission statement, target market, and types of services offered, including any specialized programs or services.
7. Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.
8. A completed SBA Form 2137 Award Nomination Consent Form, which is available at SBA offices.

### **What are the selection procedures for this award?**

The Women's Business Center of Excellence Award winner will be selected at the national level. In those states served by more than one WBC, additional nominations may be made. Winners will be selected by a panel of judges. Nomination packages for each WBC will be prepared for transmittal to the SBA's Office of Communications and Public Liaison for review. The National Women's Business Center for Excellence Award recipient of the Year will be selected by the SBA Administrator based on the recommendations of the agency's National Small Business Week panel of judges. The winner will be announced during National Small Business Week. Non-federal employees serving as judges must sign a conflict of interest/non-disclosure certification.

### **What are the evaluation/selection criteria for this award?**

In evaluating the nomination packages, the judges will look at the following criteria:

1. **Delivers Results**: Meets or exceeds performance milestones. (This is reflected in the center's on-site review, the DOTR mid and end of the year evaluations, and SBA's data collection system for counseling and training), i.e. long-term clients, new businesses created, jobs creation/retained, capital infusion, client satisfaction, success stories, counseling evaluations, etc.
2. **Innovates**: Creates and develops innovative events and/or programs, publications, research materials and online applications to enhance small business awareness and solutions.
3. **Champions**: Advocates for women's entrepreneurship and the overall small business community.
4. **Develops**: Partners with a variety of local, state and other entities (including SBDCs and SCORE) to grow the program through unique collaborations that not only bring in monetary matching funds but also help market the WBC.
5. **Good Standing**: Center must be in good standing with the Office of Women's Business Ownership at SBA headquarters. This includes but is not limited to having no outstanding examination or review findings.

### **For More Information**

SBA offices are located in all 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands and Guam.

**The SBA Washington Metropolitan Area District Office** services the District of Columbia, Montgomery and Prince George's Counties, MD, Fairfax, Loudoun, and Arlington Counties and the Cities of Fairfax and Alexandria, VA.

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